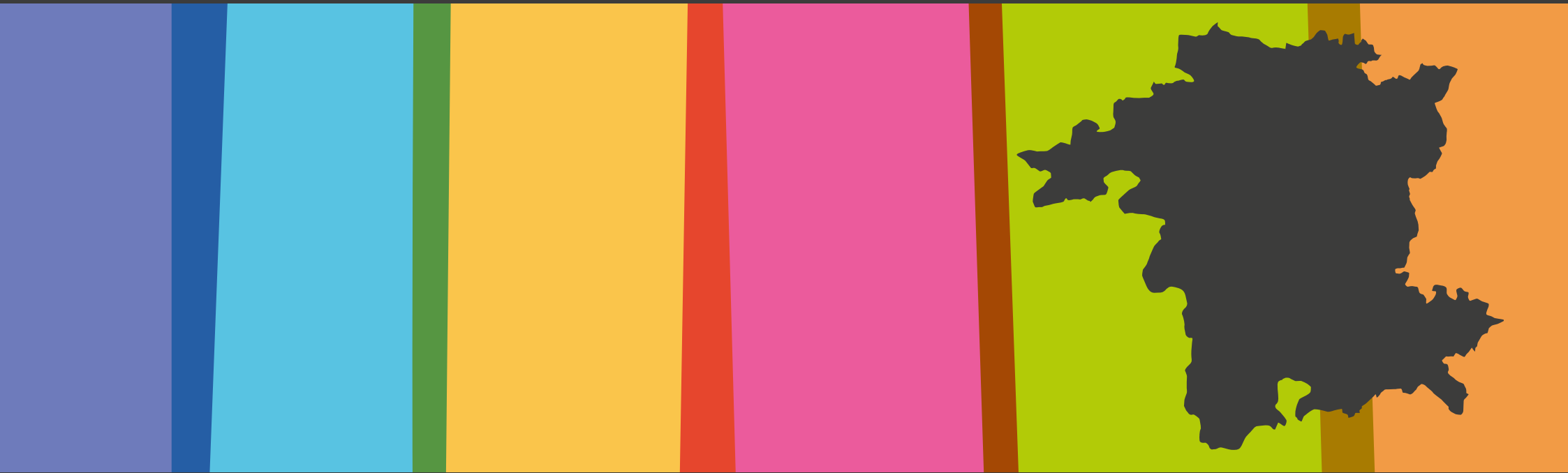


THE SKILLS GUIDE 2019

WYRE FOREST

THE PEOPLE. THE CAREERS. THE WORKFORCE.



WELCOME TO THE SKILLS GUIDE 2019



GARY WOODMAN
CHIEF EXECUTIVE
WORCESTERSHIRE LEP

This is the second year that Worcestershire Local Enterprise Partnership (LEP) and Worcestershire County Council have developed these guides to the local skills network. We've created these documents to help provide local students and parents with a greater understanding of the academic opportunities and employment opportunities available in Worcestershire.

Our reports provide a wealth of information from all six district areas in Worcestershire, with a summary of the top industry sectors and the largest employers in each area. With our knowledge of the local employment trends and the skills that businesses require to continue their growth, we are able to help younger generations to understand what the jobs of the future will look like and require.

The Skills Guide forms part of the work carried out by the Worcestershire LEP's Careers Hub team, which helps to bring together our county's businesses with local schools and colleges. By working together with employers, schools and colleges in their careers advice and planning, we aim to ensure that our younger generations will have the relevant skills for the future needs of local business.

To help further improve the education of our younger people, we've launched a campaign for 'Creating our Future Workforce'. The campaign aims to tackle the county's skills gap and support businesses to get involved with developing Worcestershire's skilled workforce of the future, by working more closely together with educational establishments.

Businesses of all sizes in Worcestershire are getting involved with 'Creating our Future Workforce' through a variety of pathways, whether it's attending assembly talks at schools, supporting young people with mock interviews and CV workshops, or offering a young person a work experience or internship opportunity.

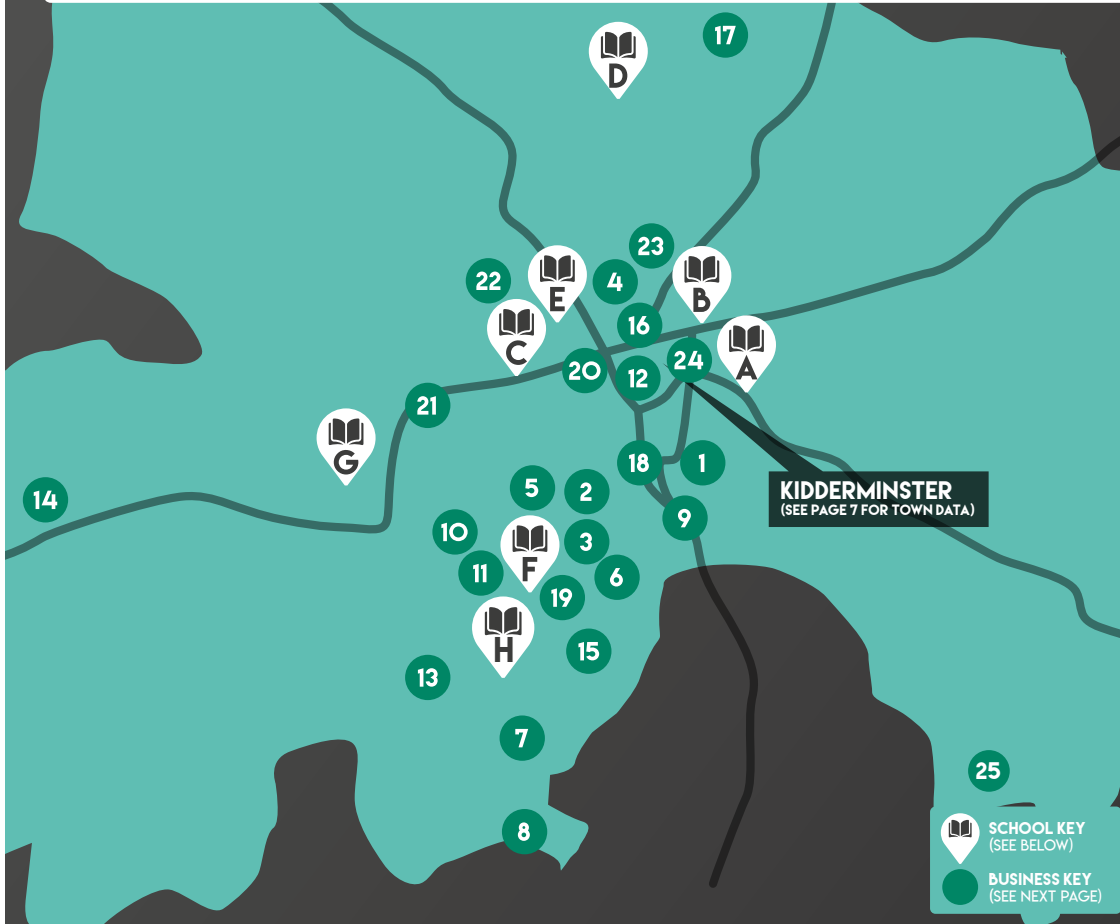
We are encouraging more businesses to help play their part in this campaign and to email cec@worcestershire.gov.uk to find out more.

For more information on Worcestershire's latest skills support and initiatives, I would encourage you to visit our Skills 4 Worcestershire website www.skills4worcestershire.co.uk



THE BIGGER PICTURE

WYRE FOREST



KIDDERMINSTER
(SEE PAGE 7 FOR TOWN DATA)

25
SCHOOL KEY
(SEE BELOW)
BUSINESS KEY
(SEE NEXT PAGE)

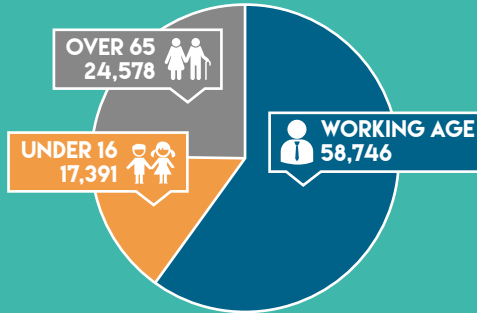


DISTRICT SCHOOLS

- | | | |
|--------------------------------|--|---|
| A KING CHARLES I SCHOOL | D WOLVERLEY CE SECONDARY SCHOOL | G THE BEWDLEY SCHOOL HIGH SCHOOL AND SIXTH FORM CENTRE |
| B HOLY TRINITY SCHOOL | E WYRE FOREST SPECIAL SCHOOL | H STOURPORT HIGH SCHOOL |
| C BAXTER COLLEGE | F CONTINU PLUS ACADEMY TRUST | |

WYRE FOREST KEY INFO

TOTAL POPULATION: 100,715



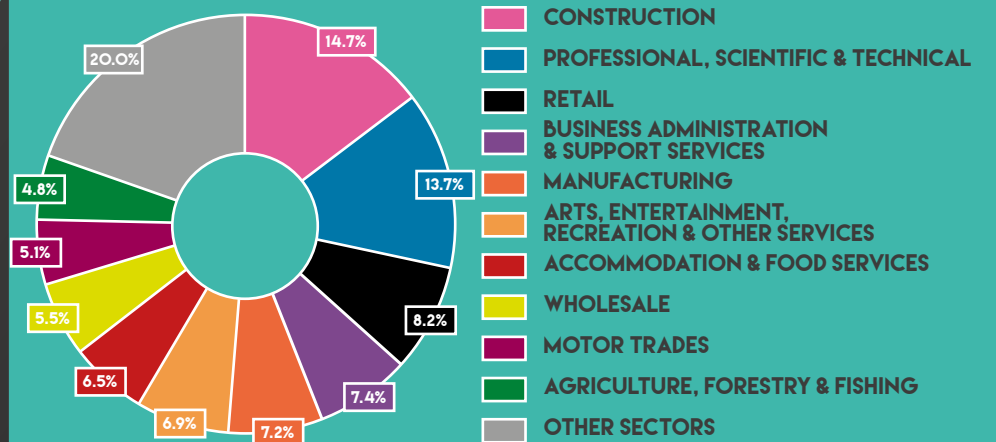
♀ (50.6%) 51,007 49,708 (49.4%) ♂



WHITE	97.2%
MIXED/MULTIPLE ETHNIC GROUPS	1.0%
ASIAN / BRITISH ASIAN	1.4%
BLACK / BLACK BRITISH	0.2%
OTHER	0.1%



TOP 10 INDUSTRY SECTORS



LOCAL KEY BUSINESSES

WYRE FOREST



BUSINESS KEY

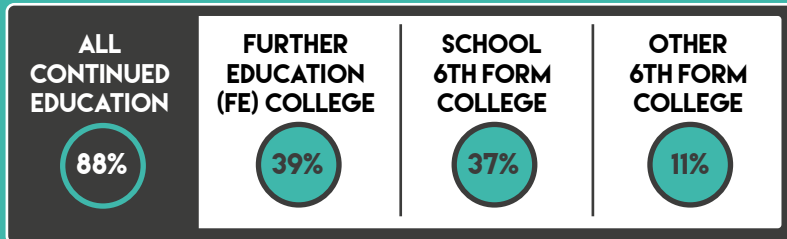
- | | | | |
|--|--|--|---|
| 1 AMADA UK LTD
MECHANICAL OR INDUSTRIAL ENGINEERING | 9 GREENSAFE IT LTD
WHOLESALE OF ELECTRONIC AND
TELECOMMUNICATIONS EQUIPMENT AND PARTS | 17 TITAN STEEL WHEELS LIMITED
OTHER MANUFACTURING | 24 SEVERN VALLEY RAILWAY
(HOLDINGS) PUBLIC LIMITED
COMPANY
PASSENGER RAIL TRANSPORT, INTERURBAN |
| 2 ASHLAND SPECIALTIES UK LIMITED
MANUFACTURE OF OTHER CHEMICAL PRODUCTS | 10 HANNAFIN HOLDINGS LIMITED
DEVELOPMENT OF BUILDING PROJECTS | 18 VICTORIA CARPETS
CARPETS | 25 FISH4DOGS
FOOD |
| 3 BEAKBANE LIMITED
MECHANICAL OR INDUSTRIAL ENGINEERING | REDSPEED INTERNATIONAL
LIMITED
MANUFACTURING AND PRECISION ENGINEERING | VICTORIA P.L.C.
MANUFACTURE OF WOVEN OR TUFTED CARPETS AND
RUGS | |
| 4 BOND WORTH LTD
CARPET MANUFACTURERS & RETAILERS & DISTRIBUTORS | 11 INTERNATIONAL GLAZING
SERVICES
GLAZING AND WINDOW SERVICES | 19 VISION LABS LTD.
RETAIL SALE BY OPTICIANS | |
| 5 BRINTONS CARPETS
MANUFACTURING | 12 KIDDERMINSTER FOOTWEAR
FOOTWEAR DISTRIBUTOR IMPORTER AND EXPORTER | WYRE FOREST COMMUNITY
HOUSING
HOUSING | |
| FILTRATION SERVICE
ENGINEERING LTD
MANUFACTURE & INSTALLATION & SERVICE OF
FILTRATION SYSTEMS | 13 MORGAN ADVANCED MATERIALS
LTD (TECHNICAL CERAMICS)
ADVANCED MATERIALS | 20 VOORPRET LIMITED
OTHER TECHNOLOGY | |
| 6 CENTRAL ENGLAND
HORSEBOXES LTD
HORSEBOXES | 14 PARWELD LTD
WELDING ACCESSORIES MANUFACTURE | 21 WEST MIDLAND
SAFARI & LEISURE PARK
SAFARI PARK | |
| 7 CITIZEN COMMUNICATION
MEDIA LTD
OTHER PROFESSIONAL, SCIENTIFIC AND
TECHNICAL ACTIVITIES | 15 POLYPLAS EXTRUSIONS LIMITED
MANUFACTURING | 22 FLEET INNOVATIONS LIMITED
AUTOMOTIVE | |
| 8 CONVEYOR UNITS LIMITED
MANUFACTURE OF LIFTING AND HANDLING EQUIPMENT | 16 THURSFIELDS
LAW PRACTICE | 23 GREENENGINEERING LIMITED
INSURANCE | |

LOCAL SKILLS AND EMPLOYMENT

WYRE FOREST



SCHOOL LEAVER DESTINATIONS AT 16



RESIDENT QUALIFICATIONS

% OF PEOPLE WITH A DEGREE-LEVEL QUALIFICATION



% OF PEOPLE WITH 2 OR MORE A-LEVELS (OR EQUIVALENT QUALIFICATIONS)



% OF PEOPLE WITH MORE THAN 5 A TO C GCSES (OR EQUIVALENT QUALIFICATIONS)



% OF PEOPLE WITH FEWER THAN 5 A TO C GCSES (OR EQUIVALENT QUALIFICATIONS)



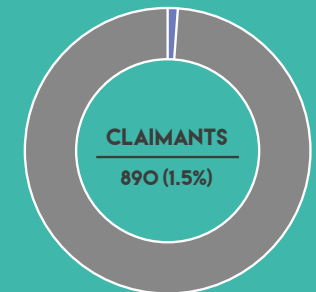
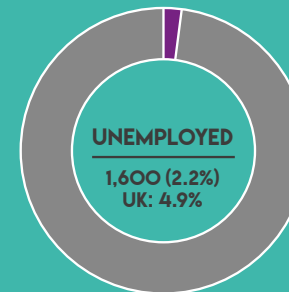
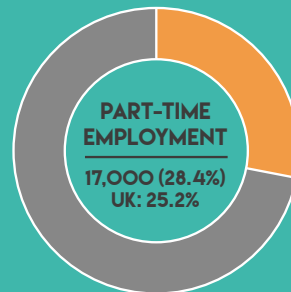
% OF PEOPLE WITH AN APPRENTICESHIP



% OF PEOPLE WITH NO QUALIFICATIONS



EMPLOYMENT STATISTICS



LOCAL SCHOOLS

WYRE FOREST



EDUCATION

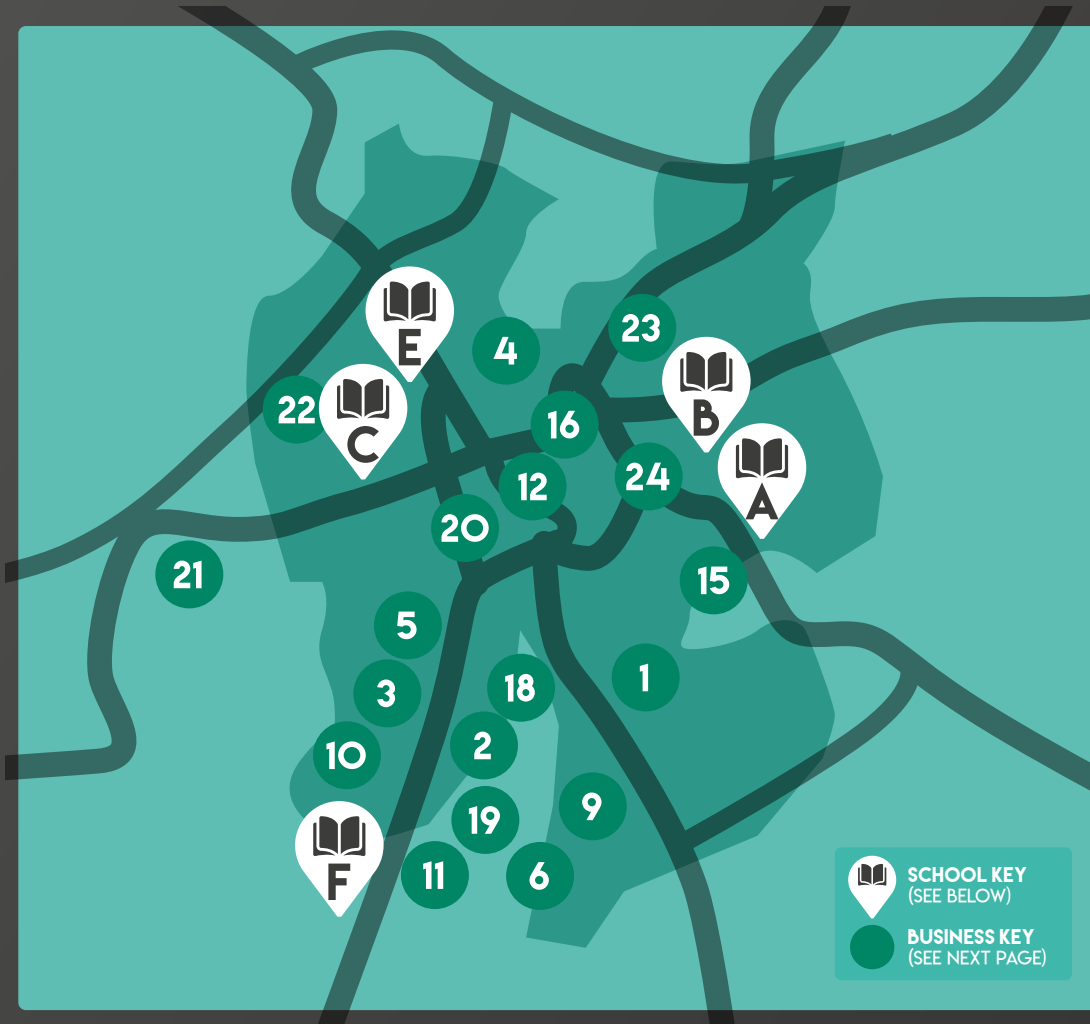
	CAREERS HUB?	SCHOOL TYPE	PUPIL ROLE	5+ GCSEs*		CAREERS HUB?	SCHOOL TYPE	PUPIL ROLE	5+ GCSEs*
THE BEWDLEY SCHOOL AND SIXTH FORM CENTRE		MAINTAINED SCHOOL	 938		WYRE FOREST SPECIAL SCHOOL		SPECIAL SCHOOL	--	--
KING CHARLES I SCHOOL		ACADEMY	 1,061		HOLY TRINITY SCHOOL		ACADEMY	 551	
STOURPORT HIGH SCHOOL		ACADEMY	 1,151		WOLVERLEY CE SECONDARY SCHOOL		MAINTAINED SCHOOL	 590	--



CAREERS HUB MEMBERS SCHOOLS ARE PART OF THE WORCESTERSHIRE LEP'S CAREERS HUB BEING DELIVERED IN PARTNERSHIP WITH THE CAREERS AND ENTERPRISE COMPANY. MEMBER SCHOOLS WILL RECEIVE ADDITIONAL SUPPORT THROUGH THE CAREERS HUB TO ACHIEVE ALL 8 OF THE GATSBY BENCHMARKS.

TOWN FOCUS

KIDDERMINSTER

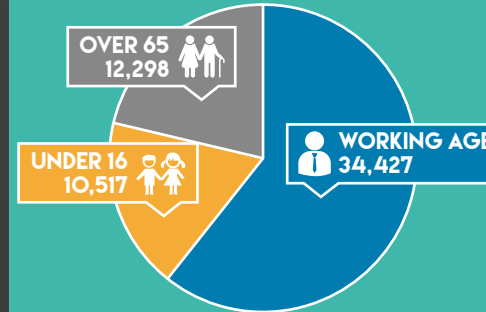


TOWN SCHOOLS

- A** KING CHARLES I SCHOOL
- B** HOLY TRINITY SCHOOL
- C** BAXTER COLLEGE
- E** WYRE FOREST SPECIAL SCHOOL
- F** CONTINU PLUS ACADEMY TRUST

KIDDERMINSTER KEY INFO

TOTAL POPULATION: 57,241



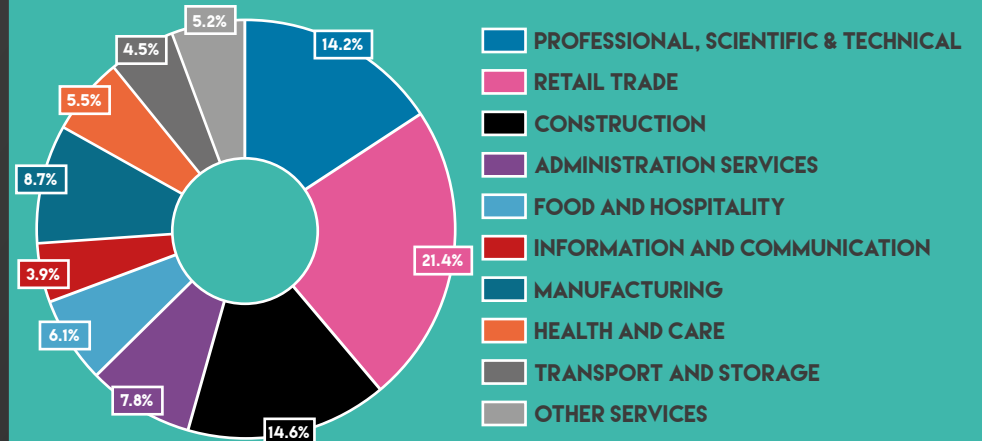
(50.6%) 28,968 **28,273 (49.4%)**



WHITE 97.3%
MIXED/MULTIPLE ETHNIC GROUPS 1.1%
ASIAN / BRITISH ASIAN 1.2%
BLACK / BLACK BRITISH 0.3%
OTHER 0.1%



TOP INDUSTRY SECTORS



TOWN FOCUS – SCHOOLS & BUSINESSES

KIDDERMINSTER



BUSINESS KEY

- | | |
|--|---|
| <p>1 AMADA UK LTD
MECHANICAL OR INDUSTRIAL ENGINEERING</p> <p>2 ASHLAND SPECIALTIES UK LIMITED
MANUFACTURE OF OTHER CHEMICAL PRODUCTS</p> <p>3 BEAKBANE LIMITED
MECHANICAL OR INDUSTRIAL ENGINEERING</p> <p>4 BOND WORTH LTD
CARPET MANUFACTURERS & RETAILERS & DISTRIBUTORS</p> <p>5 BRINTONS CARPETS
MANUFACTURING</p> <p>FILTRATION SERVICE ENGINEERING LTD
MANUFACTURE & INSTALLATION & SERVICE OF FILTRATION SYSTEMS</p> <p>6 CENTRAL ENGLAND HORSEBOXES LTD
HORSEBOXES</p> <p>9 GREENSAFE IT LTD
WHOLESALE OF ELECTRONIC AND TELECOMMUNICATIONS EQUIPMENT AND PARTS</p> <p>10 HANNAFIN HOLDINGS LIMITED
DEVELOPMENT OF BUILDING PROJECTS</p> <p>REDSPEED INTERNATIONAL LIMITED
MANUFACTURING AND PRECISION ENGINEERING</p> <p>11 INTERNATIONAL GLAZING SERVICES
GLAZING AND WINDOW SERVICES</p> | <p>12 KIDDERMINSTER FOOTWEAR
FOOTWEAR DISTRIBUTOR IMPORTER AND EXPORTER</p> <p>15 POLYPLAS EXTRUSIONS LIMITED
MANUFACTURING</p> <p>16 THURSFIELDS
LAW PRACTICE</p> <p>18 VICTORIA CARPETS
CARPETS</p> <p>VICTORIA P.L.C.
MANUFACTURE OF WOVEN OR TUFTED CARPETS AND RUGS</p> <p>19 VISION LABS LTD.
RETAIL SALE BY OPTICIANS</p> <p>WYRE FOREST COMMUNITY HOUSING
HOUSING</p> <p>20 VOORPRET LIMITED
OTHER TECHNOLOGY</p> <p>21 WEST MIDLAND SAFARI & LEISURE PARK
SAFARI PARK</p> <p>22 FLEET INNOVATIONS LIMITED
AUTOMOTIVE</p> <p>23 GREENENGINEERING LIMITED
INSURANCE</p> <p>24 SEVERN VALLEY RAILWAY (HOLDINGS) PUBLIC LIMITED COMPANY
PASSENGER RAIL TRANSPORT, INTERURBAN</p> |
|--|---|



EDUCATION

	CAREERS HUB?	SCHOOL TYPE	PUPIL ROLE	5+ GCSEs*
HOLY TRINITY SCHOOL		ACADEMY	551	66%
KING CHARLES I SCHOOL		ACADEMY	1,061	52%
WYRE FOREST SPECIAL SCHOOL		SPECIAL SCHOOL	--	--



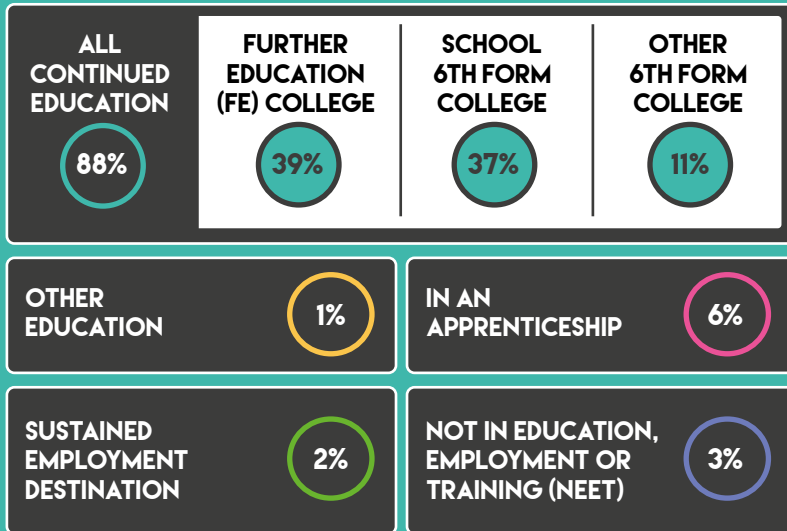
CAREERS HUB MEMBERS SCHOOLS ARE PART OF THE WORCESTERSHIRE LEP'S CAREERS HUB BEING DELIVERED IN PARTNERSHIP WITH THE CAREERS AND ENTERPRISE COMPANY. MEMBER SCHOOLS WILL RECEIVE ADDITIONAL SUPPORT THROUGH THE CAREERS HUB TO ACHIEVE ALL 8 OF THE GATSBY BENCHMARKS.

TOWN FOCUS - SKILLS AND EMPLOYMENT

KIDDERMINSTER



SCHOOL LEAVER DESTINATIONS AT 16*



RESIDENT QUALIFICATIONS

% OF PEOPLE WITH A DEGREE-LEVEL QUALIFICATION



% OF PEOPLE WITH 2 OR MORE A-LEVELS (OR EQUIVALENT QUALIFICATIONS)



% OF PEOPLE WITH MORE THAN 5 A TO C GCSEs (OR EQUIVALENT QUALIFICATIONS)



% OF PEOPLE WITH FEWER THAN 5 A TO C GCSEs (OR EQUIVALENT QUALIFICATIONS)



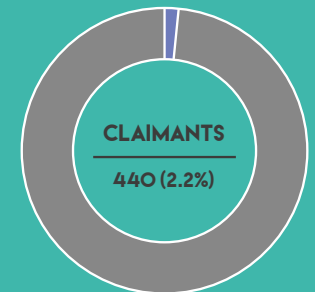
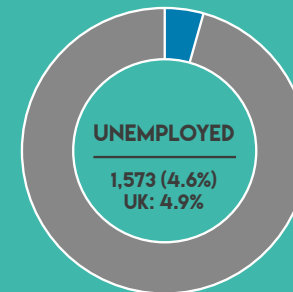
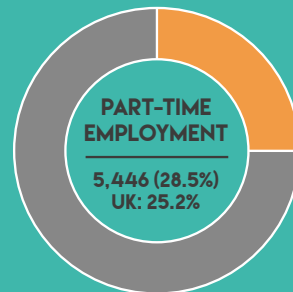
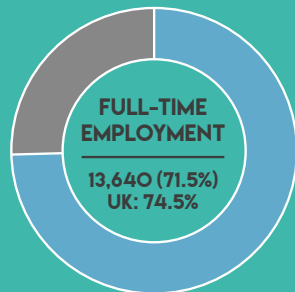
% OF PEOPLE WITH AN APPRENTICESHIP



% OF PEOPLE WITH NO QUALIFICATIONS



EMPLOYMENT STATISTICS



*THIS DATA REFERS TO THE WIDER DISTRICT AREA

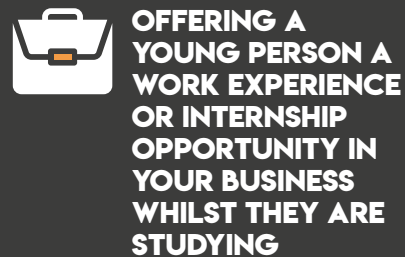
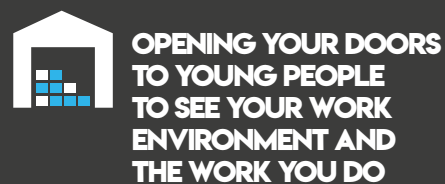
** THE NUMBER OF SCHOOL LEAVERS NOT IN EMPLOYMENT, EDUCATION OR TRAINING WAS NOT AVAILABLE AT THE TIME OF PRODUCING THIS REPORT

HOW CAN YOU HELP AND BECOME MORE INVOLVED?

The Worcestershire LEP and its delivery partners recognise the need to support the development of a skilled workforce of tomorrow and the challenge is enabling young people to understand their skills and how they fit in the future Worcestershire economic picture. We would ask that businesses and individuals help educate and shape our young people to make positive careers choices.

Businesses of all sizes can get involved in the 'Creation of our Future Workforce' through a variety of ways. Commitment can be as little as one hour per week or one day a year, but this involvement could make the difference for a young person in choosing their industries and careers.

Here are some just some examples of how business and parents could potentially get involved:



To offer your support, or the support of your business, organisation or education provider, please email cec@worcestershire.gov.uk



DATA SOURCES

POPULATION DATA:
2017 MID-YEAR POPULATION ESTIMATES, NOMIS

ETHNICITY DATA:
2011 CENSUS, NOMIS

EMPLOYMENT DATA:
ANNUAL POPULATION SURVEY,
FULL YEAR DATA, 2018, NOMIS

CLAIMANT DATA:
CLAIMANT COUNT NOMIS, NOV 2018, NOMIS

QUALIFICATION DATA:
ANNUAL POPULATION SURVEY,
FULL YEAR DATA 2018, NOMIS

APPRENTICESHIP DATA:
ANNUAL POPULATION SURVEY, 2017, NOMIS

SCHOOL LEAVERS DESTINATIONS:
DESTINATIONS OF KS4 AND KS5 PUPILS:
2017 (RELEASED OCTOBER 2018), GOV.UK

THE CAREERS & ENTERPRISE COMPANY

WHAT THEY DO

The Careers and Enterprise Company (CEC) helps Worcestershire by creating powerful, long lasting connections between local businesses and the schools and colleges in the area.



Worcestershire
Local Enterprise Partnership

WHAT THEY DO

Worcestershire Local Enterprise Partnership drives economic development and enterprise in the county by providing strategic leadership.



worcestershire
county council

WHAT THEY DO

Worcestershire County Council provides a huge range of services including facilities such as schools and libraries, the provision of care for vulnerable and older residents, road maintenance, and supporting economic and social development across the County.



CONTACTS



CSAB@WLEP.CO.UK



[@CEC_WORCS](https://twitter.com/@CEC_WORCS)



WWW.SKILLS4WORCESTERSHIRE.CO.UK

**THE PEOPLE.
THE CAREERS.
THE WORKFORCE**



The Skills Guide, Wyre Forest has been developed to help the county's students and their parents understand just some of the academic and employment-based opportunities that are available locally to the younger generations. These guides provide a snapshot view of the local schools, employment statistics and a summary of some of the largest employers within the area.

